

THINK

Electricity costs are predicted to increase by up to 80% by 2020

CHANGE

Behaviour Change - engaged employees are the key to energy efficiency

SAVE

Motivating employee end users will significantly reduce costs, energy and carbon emissions

The MEUC
Saving Energy through People
Behaviour Change Programme



In association with



The challenge

Rising energy costs and the pressure of UK and EU legislation are here to stay. Between now and 2020 electricity costs are predicted to increase by up to 80%. So how do you keep your energy bill from spiralling out of control and adversely impacting your bottom line?

While smart procurement is important, energy costs can also be cut by reducing consumption. This needs a balanced approach comprising three key areas:

Technical measures > Information systems > Employee engagement

A key feature of ESOS and ISO50001 involves employee engagement.

The solution

Technology and information systems are part of the answer, and often are priority investments for organisation embarking on energy reduction projects. However, without **involving people** in the approach, the potential of any energy saving initiative will not be fully realised. For example, electricity use is often under the direct control of employees. Therefore involving staff in energy saving is a vital component in any energy management strategy.

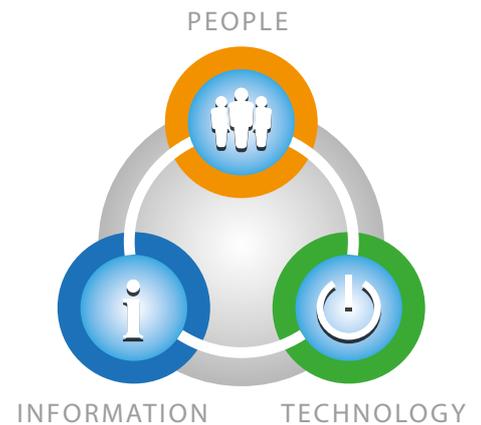
The Programme

The **MEUC Saving Energy through People Programme** has been designed to ensure that your strategy will be specifically suited to your organisation's situation, recognising that there are different starting points and each employee's influence on energy use will vary. Within any organisation there are a range of audiences, with particular barriers and opportunities for staff engagement.

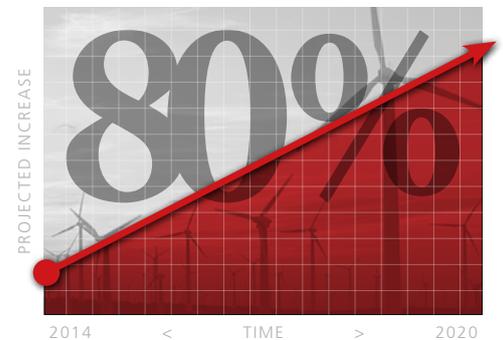
The programme will cover the planning stages through to implementation and maintaining momentum. What is unique about the programme is the chance to work with other participants and learn from their experiences in influencing staff behaviour.

Our programme leader is **John Mulholland**, one of the UK's leading specialists in behavioural change in energy use. A Chartered Chemical Engineer, originally tasked with minimising energy use in process plant, he has spent the last 25 years in behaviour and organisational aspects of reducing energy consumption.

A BALANCED APPROACH



ELECTRICITY PRICE FORECAST



“ Working with the MEUC on the behavioural project has provided valuable insights to the potential returns of positive employee engagement and has also assisted with shaping our own forthcoming energy awareness campaign. Everybody involved in the project has not only provided a wealth of experience and knowledge in the subject, but also a great deal of enthusiasm and support. Thank you for all of the assistance and guidance. ”

John Leonard
ENERGY MANAGER, WESSEX WATER



Programme features

This programme provides a framework, peer group, resources and expert advice to support you in designing and implementing your own energy awareness campaign. You will define your current position with regard to the energy-people interface and how to move forward. Assistance is available to gain management buy-in at all levels of the organisation and develop a campaign strategy plan.

The cost

MEUC is conscious of the need to provide best possible value for money, so the cost of participating in this 12 month programme is just £11,950 plus VAT. It is payable as either one sum or in three equal instalments.

The investment of £11,950 represents only 0.25% of an annual energy bill of £5M. Based on a conservative figure of 2.5% energy savings in the first year, this equates to £125,000.

Act now

We are offering a free 90 minute, no obligation, workshop/consultation with you and your employees at your site to explore how the MEUC Programme could make a real difference in your organisation.

**Call John Mulholland on 07791 698 839
or Andrew Bainbridge on 020 8997 2561
Alternatively email sandra.barradas@meuc.co.uk**

“ Participating in the MEUC behavioural change project has provided a fresh insight and injection of life into to our campaign. John and Andrew’s highly experienced approach is refreshing, inspiring and encourages a different style of thinking about saving energy. They have been instrumental in dispelling preconceptions about awareness raising being enough – it is not. People require action to change their behaviours and driving these actions from within the groups of staff has become a key goal for us”. ”

Amandeep Maan

ENVIRONMENTAL CO-ORDINATOR, ANCHOR HOUSING

Programme benefits

- Reduces energy use, cost and carbon emissions relatively quickly
- The opportunity to work with and learn from others on the same journey
- An initiative tailored to your organisation structure and culture
- Behavioural change opportunities to reduce energy use identified
- Three days of tailored support to be used before final Workshop 3
- Compliant with the people clauses of ISO50001, the Energy Management System Standard
- Attendance of up to three delegates at annual MEUC Behaviour Conference for past/present participants

Programme elements

- Initial Site Visit
- Three workshops (Start up / Strategy Review /Implementation)
- Access to MEUC Energy Awareness Toolkit
- Expert written review of draft Campaign Plan
- Three days of tailored support
- 12 months of expert email/telephone support

Your commitment

- Gain written senior management buy-in
- Allocate a programme manager
- Form a campaign team
- Release 2 to 4 delegates to attend each of three 1 day workshops
- Write a campaign strategy (assistance provided)
- Keep up the momentum (with our help)

John Mulholland

PROGRAMME LEADER AND BEHAVIOURAL CHANGE SPECIALIST

John has spent 40 years in energy management, 25 of these in the people and organisational side. He has run programmes in 15 countries for some of the world’s largest companies and is a frequently requested speaker at conferences on energy. He and his team have delivered behaviour change programmes throughout business and industry. His latest book “Greening the Workforce” is due to be published shortly.



Client partners

Participants in the MEUC *Saving Energy through People* Programme include:



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